



136th Annual General Meeting of the Canadian Sheep Breeders' Association

General Managers Report

Wrapping up my first year as General Manager with the Canadian Sheep Breeders' Association, I'm encouraged at the passion and dedication for our industry, whether that's at the board table, at industry events, or through conversations with breeders across Canada.

While 2024 was a year of change for CSBA, I'm please to report that the organization ended 2024 with a profit of \$14,729. Due to a successful Classic and some progressive thinking from our board of directors, CSBA benefited from previous investments which we will use to put back into the organization and help our members.

While we are seeing a continued decrease in membership (-7%), registrations (-3%) and transfers (-8%), we are also seeing the value of purebred sheep genetics, as well as sheep prices on the rise. CSBA is committed to advocating for purebred producers and advertising the benefits of the addition of purebred sheep to any flock, and we continue into 2025 with a focus on showcasing that.

Over the past year, the board continued with the goal to help the industry move forward, though various activities including:

- The sponsorship of a historic 2024 All Canada Sheep Classic, held in Richmond QC. This sale boasts record high average sale prices of \$1,202 for a ewe and \$1,816 for a ram. Animals were sold to 8 provinces across Canada
- A dedicated push to implementing a paperless registration option, which will be available in 2025.
- Providing free memberships to encourage new breeders. In 2024, 132 memberships were given out to first-time buyers of purebred ewes, with 40 of those memberships being renewed in 2025 already.
- Continuing the Junior Director initiative on the CSBA board. This has been an excellent opportunity to encourage younger producers to become more involved in the industry.
- Hosted the 8th annual photo contest.
- Participate on various industry committees including CSF, CLRC, GenOvis and the Scrapie Canada Working Group.





- Continuing to dedicate 10% of net income to research. In 2024 CSBA, continued the funding for the CarLa Saliva Test for Parasite Resistance (\$4,500); the Mitacs Accelerate Project: Improving Lamb Survival in Canadian Sheep (\$5,000) and Application of Embryo Technologies in pre-pubertal and pubertal animals for the acceleration of the genetic selection and expansion of the Ovine sector (\$5,000).
- Annual scholarship was awarded to Emma Grimmeyer of Clyde, AB.
- Sponsorship of youth and purebred sheep shows across Canada.
- Keeping industry updated through various website updates, social media posts and email updates.

Together with the Manitoba Sheep Association, we are working to organize what we hope to be another successful All Canada Sheep Classic being held July 10-12 at the Keystone Centre in Brandon, Manitoba. Entries for the sale will open on April 14th, and all the information for the sale can be found on our website.

I would like to thank the CSBA board for having the confidence in me over the last year as I've navigated this new role. I am encouraged to see such a passionate, driven and committed group of producers at the board, and thankful for their positive attitudes at each meeting. Thank you specifically to our board chair Bernadette, who has been working closely with me all year through our many calls, texts or emails.

Thank you to Bruce, Kim and Blair for your relentless dedication to our organization, our industry and for providing the leadership over the past number of years during your time spent on the CSBA board. Your opinions, forward-thinking ideas, and passion for the Canadian purebred sheep industry is appreciated and will be missed.

Finally, to the membership, we received many of your thoughts through our recent Business Plan Survey and together with the CSBA board, we will continue to work to improve, to advertise and to advocate for the purebred sheep in Canada. We look forward to working together with you over the next year.

Respectfully,

Sarah Brien

General Manager Canadian Sheep Breeders' Association

